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What's New at Graceland Fruit

Consumers Want to Travel Through Their Taste Buds

Kerry's 2023 Taste and Nutrition report revealed that consumers want to travel through their taste buds this year. The report, which predicts flavors that will inspire food and beverage innovation, featured recipes from around that world that allows consumers to experience a wide range of flavors.

Even though food prices are increasing, people still want flavorful food and beverages to indulge in, according to John Savage, president and CEO of Kerry. Global flavors like cardamom, miso, and churro have stories and history which can help consumers travel through their taste buds. "As much as 20% of flavors and ingredients over the past five years have been inspired by international flavors," explained Soumya Nair, Global Consumer Research and Insights Director at Kerry. "This consumer desire to travel through your taste buds is really strong."



Additionally, Kerry's report found that traditional flavors, such as chocolate and vanilla, are here to stay thanks to their comforting and nostalgic effect. However, social media platforms like Instagram and TikTok are inspiring consumers to try more daring flavor combinations. Companies are already seizing this opportunity. Mountain Dew released their new fruitcake flavored drink, and coffee shops are starting to feature drinks with cardamom and even ghost pepper.

Our exceptional **infused dried fruit ingredients** deliver authentic taste and chewy texture to a number of commercial food **applications**. Give your customers the flavor they want and order your **samples** today!

Flavors that are Fueling Innovation

Research from food industry insights company Technomic found that the color pink is fueling menu innovation this year.

But what does the color pink taste like? Technomic referenced bubble gum, cherries, and everything in between. Pink ingredients that are on the rise include strawberry puree, sriracha ranch, dragon fruit, berry sauce, and pomegranate glaze to name a few. Companies like Starbucks are already joining the trend. Around 2017, the chain introduced the Pink Drink, a strawberry and acai drink with accents of passion fruit combined with coconut milk, and it quickly became a fan favorite.

As a color and a flavor, pink is about fun and offers an escape during challenging times. That's what pink may do in 2023. "While comfort will underpin all food and beverage experience in the upcoming recessionary outlook, there will be desire for 'mini-escapes,'" explained Soumya Nair, global consumer research and insights director. "Adventure and indulgence have taken on a new meaning in today's uncertain economy. Consumers are seeking achievable adventures and playfulness via unlikely combinations, mashups of familiar food and drink, fusion cuisines, and unconventional flavor pairings."

Add exceptional flavor to your next innovation with our **exceptional ingredients**! Small but mighty, our infused dried superfruits are distinctly textured, deeply hued, and intensely flavorful. Additionally, they can be precisely mixed and measured and have an extended shelf life, making it the perfect inclusion for any **application**. Order your **samples** today!



Superfruit Spotlight: Infused Dried Cherries

Did you know February is National Cherry Month? That's right, we've got a whole month to celebrate cherries!

This month, we're putting the spotlight on our exceptional **infused dried cherries**. Also known as our signature fruit, our sweet-tart cherries are uniquely rich in flavor, authentically delicious in taste, and crave-worthy in both sweet and savory **applications**. Our infused dried cherries also maintain their piece integrity, color, and texture in our proprietary processes. Plus, they have an extended shelf life, making them the ideal inclusion. Celebrate National Cherry Month with us and order your **sample** today!

Sweet Goods Purchases Depend on Indulgence

According to a Cargill survey of 1,200 consumers, indulgence is the number one reason for purchasing treats like cakes, pastries, and cookies. Respondents also showed an interest in nutritional level as they indicated they'd be willing to spend a little more on healthful indulgences.

54% said they bought indulgent bakery products to satisfy a craving while 44% said they bought indulgent products as a reward. The survey also asked if ingredients and nutritional labeling affected their purchasing decisions. 42% agreed that ingredients were influential, 39% said nutritional labeling was influential, and 28% agreed that product claims were influential.

Our infused dried fruits are remarkably versatile, authentically delicious, and add a major pop of color to a number of indulgent applications, whether it's a sweet **confectionary** base or crave-worthy **baked good**. Order your **samples** today!



5 Foodservice Trends to Watch For in 2023

Mondelez International Foodservice consulted its network of chefs to share their insights as to what trends in the foodservice industry might emerge in the new year.

Innovative Mashups: Chef Paola Velez expects to see twists on things like traditional breakfasts. "A big trend for 2023 will be curious breakfast flavor pairings – unique flavors blended into one tasty bite. Expect to see fun twists on Americana comfort breakfasts."

Nostalgia Gets an Upgrade: Owner and executive chef of Sugar and

Scribe Bakery, Maeve Rochford, predicts the nostalgia trend to continue in the dessert industry, but with a modern twist as people are seeking comfort and connection during these difficult times. "I really love this trend because it allows the classics to shine bright again. It's impossible to create new things without loving and learning from the originals."

Elevated Desserts: Jackie Joseph, award-winning chef and owner of JJ Bakes & Co., predicts dessert bars will become more modern and customized this year. Dessert is no longer a treat to be enjoyed at the end of a meal, but a staple piece to the event. "From made-to-order liquid nitrogen ice cream, to intricate mini desserts, and individually customized packaged sweets, the elevated dessert bar is the next level of entertainment."

The Rise of Ube: Asian flavors like ube and matcha are gaining popularity, observed pastry chef Gemma Matsuyama. Ube, similar to a purple sweet potato, has a strong flavor personality and a natural sweetness, making it perfect for cakes and ice creams.

Modern French Pastry: After spending some time in Paris, chef Clarice Lam developed a love and appreciation for the French pastry and expects to see more modern flavors in traditional French pastries. "Since many restaurant kitchens don't have the ability or equipment to produce viennoiseries, chefs are looking to other classic French pastries to modernize."



What's New At Graceland Fruit: Celebrating 50 Years

We're celebrating 50 years of exceptional ingredients! Graceland Fruit was established in 1973 by Michigan cherry growers who had the same passionate beliefs that 1) everyone should be able to enjoy the wholesome and authentic goodness of nature's superfoods year round and 2) the agriculture committee that grows fresh fruit should be economically, environmentally, and socially sustainable for generations to come. Click [here](#) to learn more about our heritage.

Uber Eats and Visa Partner to Support Greener Packaging

Uber Eats and Visa recently announced a partnership designed to help small and medium-sized businesses with their transition to greener packaging. The two companies will make \$1 million accessible to qualifying Uber Eats restaurants to be used toward sustainable packaging solutions.

"I'm very happy to be turning our efforts with Visa towards how we can help restaurant owners reduce packaging waste and contribute to the fight against climate change," explained Pierre-Dmitri Gore-Coty, senior vice president and global head of delivery for Uber. "Single-use packaging is used nearly in every takeout order worldwide - with Visa and our restaurant partners we can work towards reducing waste and helping small businesses thrive." Sustainable packaging is a priority for many restaurants. However, challenges regarding the supply chain and rising costs have made it more difficult. Uber Eats and Visa are hoping that their program will help make it easier for small business owners to achieve this goal.

At Graceland Fruit, we take sustainability seriously and are committed to producing our infused dried fruits safely, sustainably, and responsibly. All of our **growers** follow good agricultural practice standards and our Michigan growers are Michigan Agriculture Environment Assurance Program (MAEAP) verified. Learn more about our corporate responsibility [here](#).



We deliver *delight*.

Graceland Fruit, Inc. is a leading producer and global distributor of premium quality dried fruit ingredients for the food industry. Our exceptional product and service performance make it easy for innovative food manufacturers and providers to create delicious, on-trend products to surprise and delight their consumers.

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